



BRAND GUIDELINES

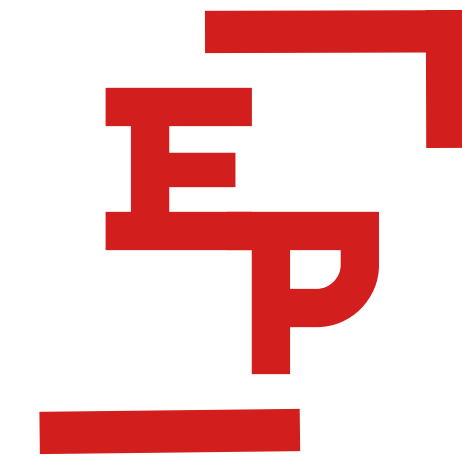
LOGO



LOGO VARIATIONS

**ELITE PRO**  
**CUTLERY**

TYPEFACE



MNEMONIC

LOGO COLOR VARIATIONS



SUPPORTING ICON



## SPACE

The logo must be clear entirety and stand out clearly from its surroundings. Allow padding space around the logo itself (i.e. do not place the logo up close to the edge corners of a document).

The requisite clear space is defined as 1/4 the width of the Logo. No graphics, text, or other content should be present in this zone. See below.



# COLOUR PALETTE

HEX CODE : #D31E1E

RGB : 211 30 30

CMYK : 11 100 22

HEX CODE : #232323

RGB : 35 35 35

CMYK : 71 65 64 72

HEX CODE : #FFFFFF

RGB : 255 255 255

CMYK : 0 0 0

# TYPOGRAPHY

Montserrat - Regular / Medium / Bold / Extra Bold

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ % & \* ( ) \_ + < > ? , . : ;

Header

Oswald - Regular / Medium / Semi Bold / Bold

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

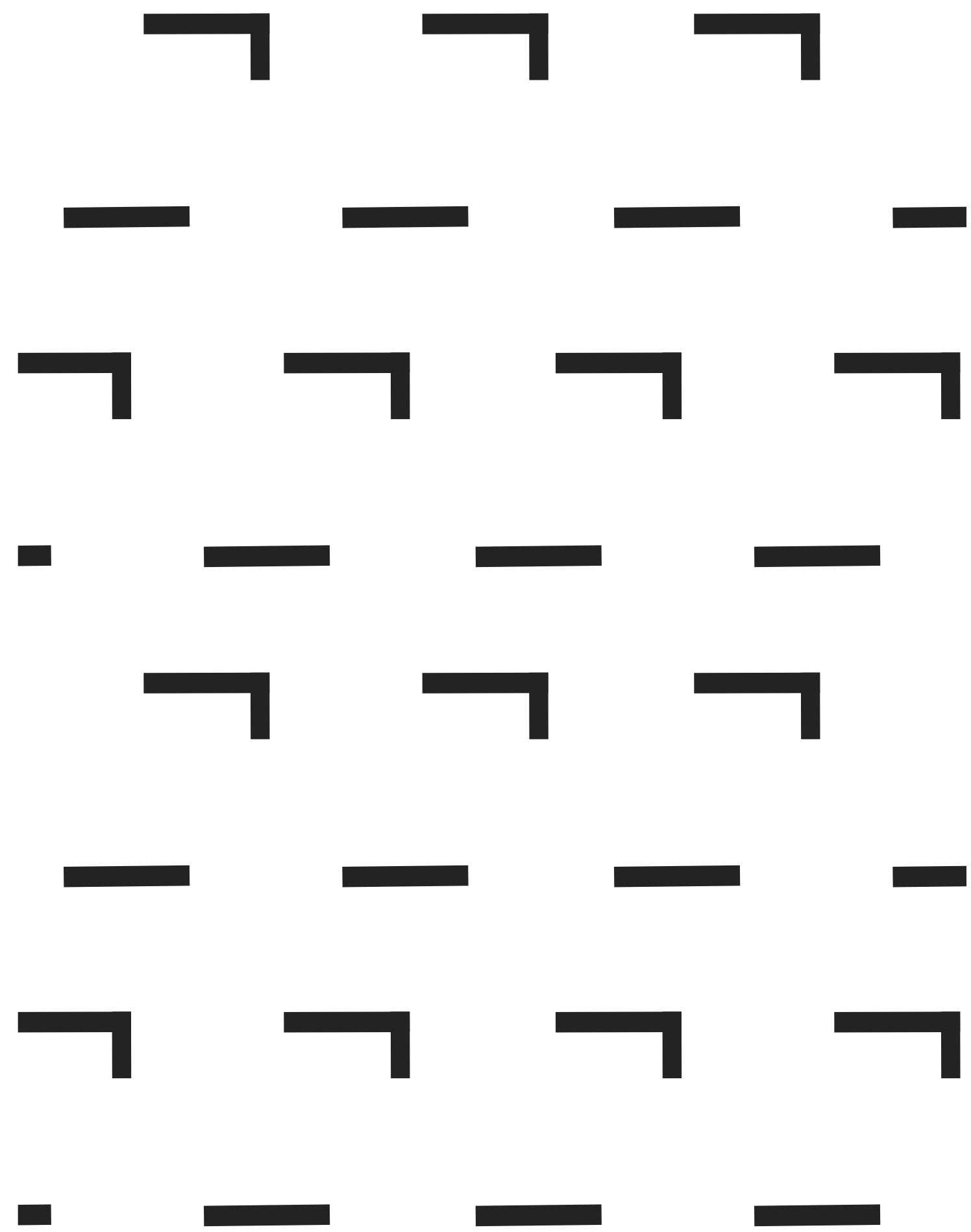
a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ % & \* ( ) \_ + < > ? , . : ;

Body

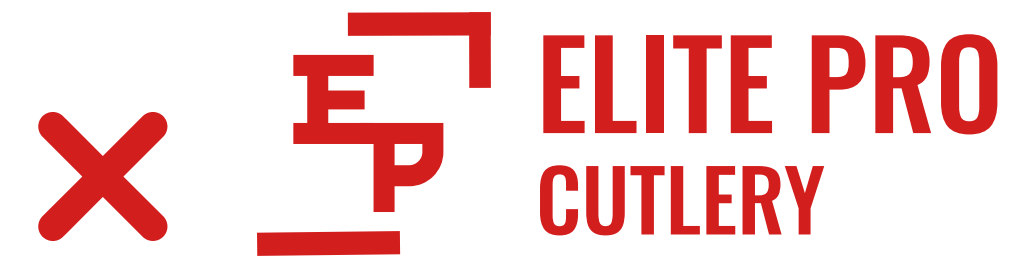


# PATTERNS



## DON'TS OF THE LOGO

- Do not change the font



- Re-sizing must be in proportion



- Use the Official colours



**ELITE PRO**  
**CUTLERY**

**EP**